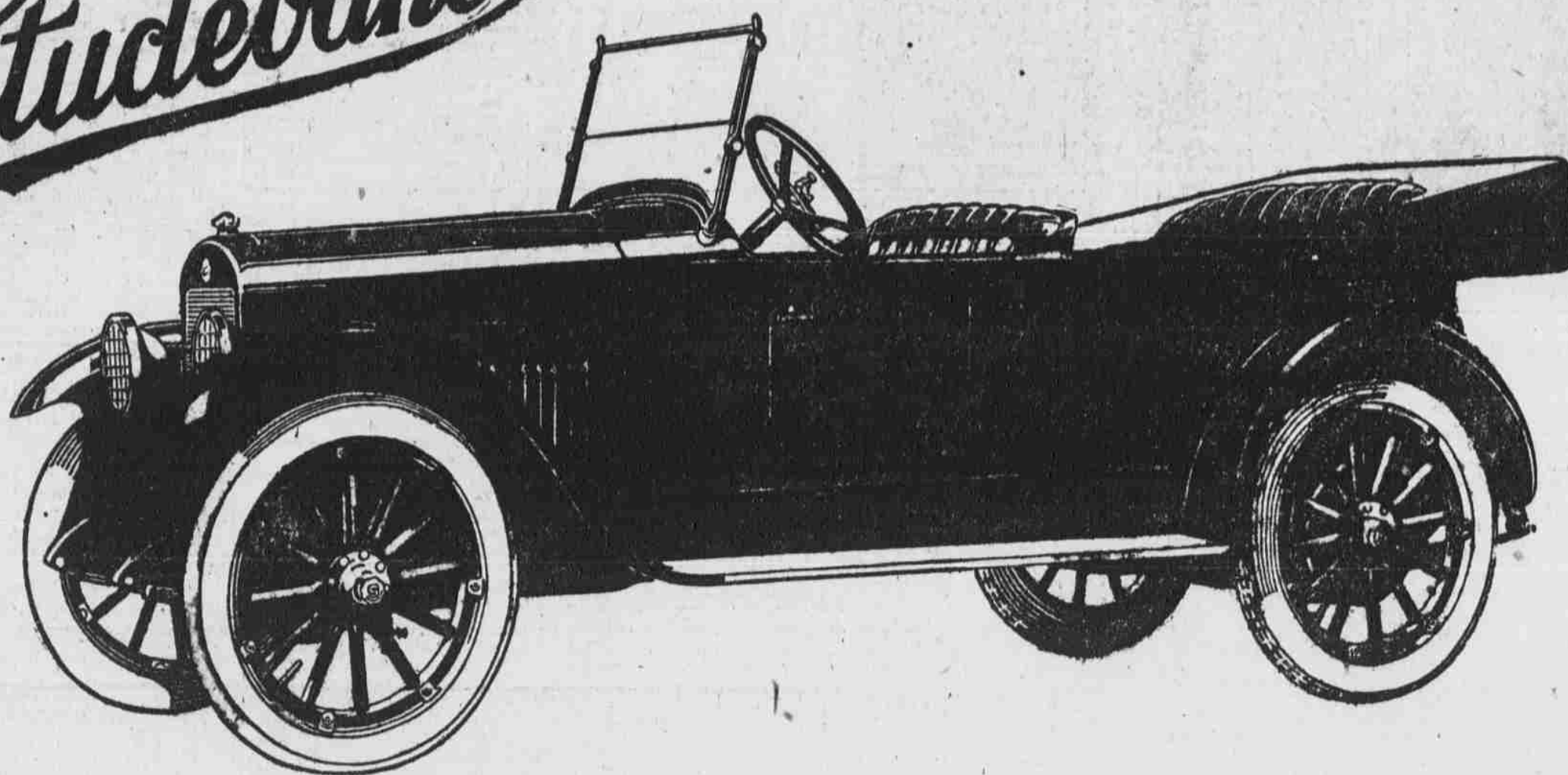


Studebaker



Some Studebaker Precedents in Six-Cylinder Car Production:

Studebaker was the first quantity producer to cast six-cylinder motors en bloc.
Studebaker was first to produce a six-cylinder car priced below \$2,000.
Studebaker was first to produce a 50-H.P. car priced below \$2,000.
Studebaker was first to produce cars with crown fenders.
Studebaker was the first quantity producer to adopt plate-glass windows as standard equipment in rear of top.
Studebaker was first to adopt cord tires as standard equipment on a car priced below \$2,000.

— And Now in This Car

Studebaker is first to adopt cord tires as standard equipment on a car priced below \$1,450.
Studebaker is the first manufacturer of six-cylinder cars equipped with crank-shaft and connecting rods machined all over. At present this advanced practice is followed only by several manufacturers of high priced multi-cylindered cars.

Specifications:

Seating Capacity—Touring Car, five passengers; Landau-Roadster, three passengers.
Wheelbase—112 inches.
Weight—2400 pounds.
Motor—Six Cylinders, 3½ inch x 4½ inch, cast en bloc with upper half of crank case cast integral; aluminum detachable head; 40 horsepower; three point suspension; valves set at an angle of 20 degrees, silently operated by bell crank construction; 3 timing gears driven by silent chain, with convenient outside adjustment; 10 inch connecting rods; 4 bearing crankshaft; connecting rods and crankshaft machined all over.
Lubrication—Splash and positive distribution.
Cooling System—Centrifugal force pump circulating system, with thermostat control; tubular radiator; four-blade fan.
Gasoline System—15 gallon tank in rear; vacuum feed.
Carburetion—Improved horizontal feed carburetor, mounted at top of motor, with warm air connection from exhaust manifold; horizontal and short intake manifold cast in detachable head with internal hot-spots.
Electric System—Double unit generator and starter; Bendix drive.
Ignition—Battery; semi-automatic spark control.
Electric Lights—Large headlights with improved deflecting lenses, two degrees of dimming; speedometer light; tail light.
Clutch—Single dry plate disc.
Transmission—Intermediate, separate unit, mounted on sub-frame; three speeds forward and reverse.
Gear Ratio—4.55 to 1.
Propulsion—Tubular propeller shaft with two flexible disc universal joints.
Rear Axles—Improved semi-floating; spiral bevel gear drive; full taper roller bearing equipment.
Drive—Hotchkiss.
Springs—Front and rear semi-elliptic; front 38 x 2 inches, 7 leaves; rear 52 x 2 inches, 7 leaves, underslung.
Tires—Cord, 32 x 4 inches, non-skid on rear.
Brakes—Foot brake, external contracting, 14½ x 2 inches; emergency brake; internal expanding, 13½ x 1½ inches.
Fenders—Heavy pressed steel, oval-crown design.
Upholstery—Genuine leather, French plaited.
Top—One man Gypsy type, bevel plate glass windows in rear, curtains open with doors.
Equipment—Rain vision slanting windshield; electric horn; electrically lighted instrument board, on which are mounted carburetor choke, light and ignition switch with lock, oil indicator, speedometer—driven from propeller shaft—ammeter, fuse box; combination robe and hand rail across back of front seat; carpet covered foot rest in tonneau; gasoline gauge on tank in rear; complete set of tools, tire carrier in rear with extra rim.
Color—Black with striped red wheels.
Models—Touring Car; Landau-Roadster.

Studebaker presents the world's greatest Light-Six automobile

FOR years the evolution of the motor car has been towards a light SIX as the logical car to meet public demand, and Studebaker has therefore designed and produced the car to fill this requirement. The new Studebaker LIGHT-SIX is a five-passenger, six-cylinder, 40-horsepower automobile of 112-inch wheelbase. It sets a new standard of achievement in automobile engineering for

- refined and improved design
- scientific distribution and exact balance of car weight
- quick acceleration and power
- smoothness and quietness of performance
- ease of operation and control
- economy of fuel and maintenance

Before Studebaker engineers and executives approved the LIGHT-SIX and released it for production, five sample models were built for extensive tests and experiments—in the laboratories and Methods and Standards Department, as to steels and materials, the Experimental Department as to dynamometer tests of motors, transmissions, axles and chassis, and then over 50,000 miles of roads of every description throughout the country.

While the cars demonstrated satisfactorily under the strenuous tests in the East, one was given severer punishment in the Golden West. A car was driven across the country over the Rockies to the Pacific Coast, where on California's wonderful roads, in the Yosemite and Sierras, it was subjected to every trial and test which automobiles can encounter in the severest use.

In the mountains, its power, brakes and carburetion at high altitudes were proven satisfactory—in the sands and heat of the deserts of New Mexico and Arizona, power and carburetion at low altitudes and torrid heat were found correct.

Upon return to the factory, the car was disassembled and every part inspected for wear and defects, with the gratifying revelation that there were no defects and that wear was negligible.

The car is manufactured complete in the new, modern automobile plant, built by Studebaker at South Bend, at a cost which will ultimately reach \$15,000,000. This plant is equipped with new machinery and every known mechanical appliance

for accurate and economical quantity production, and is unexcelled in America in this respect.

Studebaker uses materials of the best grade obtainable to make the LIGHT-SIX the highest quality, most durable and economical light car yet produced.

Liberal factors of safety have been used throughout and motor vibration has been practically eliminated by an unusually large crankshaft, crankshaft bearings and light connecting rods, and by machining all over the crankshaft and connecting rods. This practice is a distinct departure in six cylinder motor construction and adds another precedent to Studebaker's credit.

The car weighs 2400 pounds complete. It is balanced so perfectly that the weight resting on the front wheels and the rear wheels is equal within a few pounds. This is also true regarding the weight resting on the two right wheels and the two left wheels. This perfect balance is partly responsible for the remarkable riding qualities, comfort and road-holding ability of this car.

The improved Studebaker intermediate transmission with long shifting lever, coupled with the disc clutch and easily operated foot pedal, make the shifting of gears easy and noiseless at all engine speeds.

The body of the LIGHT-SIX was designed and is manufactured complete in the Studebaker factory. It is sturdy, strong, free from rattles and will last indefinitely. It is upholstered in French plaited genuine leather. Workmanship is of superior quality throughout.

—And Studebaker Has Created Another Precedent in Motor Car Values — the Studebaker LIGHT-SIX is the first car at its price with Cord Tires as Standard Equipment.

There is a genuine surprise awaiting the lover of motoring who sits at the wheel and drives this car, for it will perform as no other light weight automobile has yet performed in running the gamut of speeds and hill climbing.

We offer this car in full confidence that it will prove satisfactory in every respect and thereby add to the prestige of the trade name "Studebaker" which has been a household word for 68 years and stands for the best there is in automobile values.

THE STUDEBAKER CORPORATION OF AMERICA
Detroit, Mich. South Bend, Ind. Walkerville, Canada

Greater New York Branches:

Broadway at 56th Street, Manhattan, and 1291 Bedford Ave., Brooklyn

TOURING CAR—five passengers, \$1435
LANDAU-ROADSTER—three passengers, \$1685

All prices f. o. b. South Bend

CORD TIRES are standard equipment—another evidence of Studebaker leadership